

A BRAND FROM
AkzoNobel

Dulux Cluster Brand Guidelines 1. Basic Elements

Version 1.1 April 2011 Akzo Nobel N.V.

akzonobel.com/brand



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“This brand identity perfectly captures our essence and will help us deliver our business goals across the world.”

A handwritten signature in black ink that reads "Tex Gunning". The signature is stylized, with the first name "Tex" written in a cursive-like script and the last name "Gunning" in a more formal, slightly slanted script.

Tex Gunning

“Adding Color to People’s Lives

... is so much more than color.

It is not really even about paint. It is a state of mind.

It is a spirit and an attitude which inspires us all to move forward in life, improving our surroundings our communities and the world in which we live.

The surroundings we live in have a powerful influence on how we think, feel and respond to one another. By providing motivation and guidance, we can empower everyone to take control and change their perspective on their world. Even a small change can make a huge difference.

The smallest improvement can make our day, give us the confidence to do more, or simply brighten our mood. Together, we can change whatever we want. Together, we can start a simple wave of color powerful enough to inspire us all.

It doesn't matter if it's your bedroom wall or your local school. Everyone can be part of it, come follow us and

Let's Color!”

Dear colleague,

Our new Dulux Cluster brand identity helps to define the future of our business. Not only does it place the brand at the heart of our 'adding color to people's lives' vision for decorative paints division, it makes a clear statement of intent for our global customers and consumers.

The new Dulux Cluster Brand Portal (within the AkzoNobel Brand Center) has been created to assist you in the consistent and proper use of our new brand identity. Its use is mandatory and can be accessed by all our employees and our agency partners.

The Portal contains guidelines, logos and templates to allow you to deliver inspirational executions. The OnBrand Approval process ensures that we are all building a truly consistent global brand.

Thank you for your help in delivering our vision. Together we can make a real difference.

Sucheta Govil

What's in this document?

This document details the accurate application of the new Dulux cluster brand identity.

It contains all the information required to use and implement the Dulux cluster brand identity elements across all brand touch-points.

This does not include information about on-pack branding guidelines. These guidelines are held separately within the Dulux Cluster Brand Center. akzonobel.com/brand



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1.0 Basic Elements

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1.1 Logo

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The logo is the embodiment of the spirit of Let's Color. A dynamic and inspiring celebration of color and what it can bring to life.

The flourish brings energy and color, whilst the friendly yet solid wordmark provides reassurance and confidence.

The new Dulux brand identity comprises the brand name, the figure and the multicolored flourish. Together they are an embodiment of the brand and must always appear together as shown.

The lock-up and relationship between these elements in each logo is fixed and should not be altered or changed in any way.



The market specific decorative paint brands all use the flourish, the figure and have the brand names drawn in the bespoke wordmark style.

A special Let's Color / Let's Colour logo is also available.

They have all been designed individually – please always use the relevant artwork and never re-create the logos.

You can download all master elements from the Dulux Cluster Brand Portal on the AkzoNobel Brand Center akzonobel.com/brand



The way the brand names appear in text should be consistent across all markets. They should always be set with the first letter in upper-case and the remainder of the name in lower-case.

Services, retail propositions and sub-brands should start with Dulux and be set with the first letter of each word in upper-case and the remainder of the name in lower-case.

For example, Dulux should be written as it appears here in this sentence, Coral like this, and Bruguer like this.

Services, retail propositions and sub-brands follow the same principle, such as Dulux Decorator Center, and Dulux Weathershield.

Do not write the brand names all in upper-case or all in lower-case for example, ~~DULUX~~ or ~~dulux~~.

There are a number of different color versions of the logos. They are to be used for use in situations that have specific print and size requirements.

Full color

Full color logo – The full color version of the logo should be used on a Dulux Blue background.

When this is not possible, the secondary version (blue wordmark on a white background) is the next preferred option.

Simplified color logo – There are simplified versions of the full color logos for use at small sizes or when print quality is low.

One color

Greyscale logo – For use with one color printing in black and white (newspapers etc), there are greyscale versions available.

Simplified greyscale logo – There are simplified versions of the greyscale logos for use at small sizes or when print quality is low.

Single color – For one color printing of a less high quality standard and for very small use, there are solid blue, black and white versions of the vector version. These can also be useful for embossing, embroidery, etc.

Full color



Primary



Secondary

Simplified color



Primary



Secondary

Greyscale

This is a visual representation of the greyscale logos – these artworks will be available shortly along with an update of the guidelines.



Primary



Secondary

Simplified greyscale



Primary



Secondary

One color



Primary

Secondary

Due to the nature of the elements that make up the logo lock-up, the logo does not look visually centered when simply centering using the extreme perimeters of the logo.

To ensure the logo looks centered within a space, there is a specific perimeter that should be taken as the measure to center the logo with. This is taking the strongest visual line from the left side of the wordmark, to the inside of the right side of the flourish. And from the top hard edge of the flourish to the baseline of the wordmark/tagline.

This perimeter principle is also used for all other masterbrands (including with the tagline) and used for calculating the exclusion zone.

Please note; these principles are different from the Dulux On Pack Guidelines due to the different nature of the use and context.

You can download all master elements from the Dulux Cluster Brand Portal on the AkzoNobel Brand Center akzonobel.com/brand



The same principles apply when calculating the perimeter of the other masterbrand logos.

Please note; these principles are different from the Dulux On Pack Guidelines due to the different nature of the use and context.

You can download all master elements from the Dulux Cluster Brand Portal on the AkzoNobel Brand Center akzonobel.com/brand



The figure is used as a measuring unit throughout this document. The measure of the figure from any of the masterbrand logos is from the top extremity of the head to the lowest point of the lower foot.

This can then be scaled in percentages and rotated to be used as a common measurement where required.



The exclusion zone is measured by the height of the figure away from the perimeter of the logo (as defined on the 'How to visually center the logo' page 1.1.5).

The figure should be rotated 90° around the perimeter as a consistent measure.

Please note; these principles are different from the Dulux On Pack Guidelines due to the different nature of the use and context.

You can download all master elements from the Dulux Cluster Brand Portal on the AkzoNobel Brand Center akzonobel.com/brand



The exclusion zone is measured by the height of the figure away from the perimeter of the logo (as defined on the 'How to visually center the logo' page 1.1.5).

The figure should be rotated 90° around the perimeter as a consistent measure.



The tag is a bespoke piece of typography designed to sit with the different brands. It always appears in English, with American or UK spelling depending on the market.

If you wish to use the tagline, please follow these guidelines.

If unsure, please contact the Brand Team for guidance for approval as to when to use the tagline.



The tagline can sit aligned either horizontally or vertically with the logo. There is a defined bespoke relationship between each masterbrand and the tagline. All of these versions are available for all brand names as artwork and should never be recreated or reconstructed.

Vertical lock-up

This version is the preferred option as it is more compact and the elements have a more direct relationship. It can be used in the holding shape.

Horizontal lock-up

This version is useful where there are long and thin applications such as online banners, signage etc. This version cannot be used in the holding shape.



There is a defined relationship between each masterbrand and the tagline, with options of a vertical or horizontal lock-up.

All brands with the tagline are available as artwork and should never be recreated or reconstructed.

Vertical lock-up

This version is the preferred option as it is more compact and the elements have a more direct relationship. It can be used in the holding shape.



Horizontal lock-up

This version is useful where there are long and thin applications such as online banners, signage etc. This version cannot be used in the holding shape.

All brands with the tagline are available as artwork and should never be recreated or reconstructed.



Due to the different lengths of each brand name, there are individual minimum sizes specified for each brand logo.

When measuring the width of the logo, the outer extremities of the logo elements are used.

See the following pages for minimum size overviews for each individual brand.

Please note; this is a different way of calculating minimum sizes from the Dulux On Pack Guidelines due to the different nature of the use and context.

You can download all master elements from the Dulux Cluster Brand Portal on the AkzoNobel Brand Center akzonobel.com/brand



Wherever possible the full color, detailed version of the logo should be used. Due to the complexity of the logo a simplified version has been created for small sizes or where print processes dictate.

Full color logo

As shown the minimum size flourish for all full color logos is 45mm.

Simplified color logo

Below 45mm the simplified color logo should be used. The minimum size for this is 20mm.

Greyscale logo

For use with one color printing (black) of a good standard (newspapers etc), there are greyscale versions available. The minimum size for this is 20mm.

Simplified greyscale logo

Below 45mm the simplified color logo should be used. The minimum size for this is 20mm.

Single color logo

Below 20mm the single color logo should be used. This can also be used at larger sizes where print process or number of colors dictate. Also to be used for embossing.



Artworks are available for each of the logo versions shown.

		Tagline	UK tagline
Full color			
			
Simplified color			
			
Greyscale			
			
Simplified greyscale			
			
One color			
			
			
			

The file naming system describes the version, size and color of each logo artwork.

CMYK artworks are used for general 4 color print processes. For higher quality and a more consistent feel to the brand it is better to print the Dulux Blue as an extra color, meaning 4 colors are needed – in these cases use the CMY + PMS logo artworks.

RGB artworks are for use on all screen based applications such as web, PowerPoint, Word, email, Blackberry and iPhone.

Greyscale artworks are to be used on applications where color is not available such as newspaper advertisements and material for black and white photocopying.

Single color artworks should be used in applications where the print quality will be poor such as fax or for very small use. They are also useful for embossing and embroidery, etc. PMS in the filename indicates that the logo uses the Dulux Blue. BW in the filename indicates that the logo is black and white.

Brand name		Tagline	Tagline orientation	Country spelling	Version	Simplified	Primary/secondary	Color
ALB	(Alba)	–	–	–	–	–	–	cmyk
BRU	(Bruguer)	tag	hor	uk	grey	sm	sec	cmypms
COR	(Coral)		ver		1col			pms
DUL	(Dulux)							rgb
DULTC	(Dulux traditional Chinese)							bw
DULSC	(Dulux simplified Chinese)							
DULV	(Dulux Valentine)							
FLE	(Flexa)							
INC	(Inca)							
LEV	(Levis)							
MAR	(Marshall)							
SAD	(Sadolin)							
VIV	(Vivechrom)							
VIVG	(Vivechrom Greek)	– n/a	– n/a	– American	– full color	– n/a	– primary	
LETSC	(Let's Color logo)	tag = tagline	hor = horizontal ver = vertical	English uk = UK English	grey = greyscale 1col = single color	sm = simplified	sec = secondary	



DUL_cmykpms



DUL_tag_hor_uk_grey_sm_sec



DUL_tag_ver_line_bw

Intellectual Property

In order to protect our brand, it is mandatory that an IP notice is used every time we feature any element of our identity, on packaging, communications, corporate or any other touchpoint.

IP notice must be featured on the back of pack. e.g:

"The AkzoNobel logo, Dulux, the Flourish, are trade marks of the AkzoNobel group © AkzoNobel 2011".

Trademarks and Registration

It is not mandatory to mark the Flourish with ™ or ® but BUs may use these marks if they wish to show they have legal protection. If used, the following principles must be followed:

1. ™ is preferred to ® mark. It is essential that if ™ is used, it is applied consistently on every occasion.
2. ® can be used next to a 'registered' trade mark but may not be used if the trade mark is not registered in your country.
3. The ™ or ® mark should be positioned as shown.
4. The ™ or ® mark must be legible and may be sized up slightly if your logo is being printed at a small size. The layouts shown here are just examples and other relationships in size will occur.

If you have any questions or need to check whether the logo has been registered in your region, please contact your legal department.



Always use the logos in the recommended way at the recommended sizes. Please always use the artwork provided and do not recreate or change any of the elements.



Do not place the logo on any other background color than Dulux Blue or white

Do not alter the color of any element of the logo or tagline

Do not recreate the brand names in any other typeface or alter the relationship between the elements of the logo

Do not recreate the tagline in any other typeface or alter the relationship between the logo and tagline



Do not stretch, distort or rotate the logo

Do not create any other logo lock-ups

Do not create any other logo lock-ups

1.2 Color

Color palette	1.2.1
Don'ts	1.2.2
Holding shape introduction	1.2.3
Basic principles	1.2.4
How to place the logo in the holding shape	1.2.5
Where to place the holding shape	1.2.6
Holding shape artwork guide	1.2.7
Holding shape don'ts	1.2.8

The Dulux color palette comprises ten colors. This includes two primary background colors, seven secondary colors and one supplementary color.

Dulux Blue is the primary background color for Dulux, with white as the secondary support.

In the spirit of Let's Color there is also a colorful secondary palette which can be key in bringing life and energy in to the brand at the right given moments. These colors are taken directly from the flourish and are to be used sparingly as highlights and singular accents in conjunction with Dulux Blue and white.

These colors can be reproduced consistently across a wide range of applications. Color references are provided for the Pantone color system, in CMYK for 4 color printing, in RGB for use on screen, hexadecimal values for use online and as Dulux paint specifications for 3D environments.

Primary background colors



Dulux Blue
Pantone 280 C
C100 M80 Y0 K45
R1 G33 B105
Hex 012169
Dulux 838B 07/202

Secondary colors



Dulux Red
Pantone 1795 C
C2 M67 Y85 K7
R239 G59 B54
Hex EF3B36
Dulux 16YR 16/594

Dulux Orange
Pantone 158 C
C0 M62 Y96 K0
R244 G119 B41
Hex F47729
Dulux 80YR 28/650

Dulux Yellow
Pantone 116 C
C0 M14 Y100 K0
R255 G200 B0
Hex FFC800
Dulux 37YY 61/867

Dulux Green
Pantone 390 C
C27 M10 Y100 K3
R166 G207 B57
Hex A6CF39
Dulux 72YY 47/743

Dulux Teal
Pantone 3268 C
C86 M0 Y53 K0
R0 G180 B133
Hex 00B485
Dulux 50GG 30/467

Dulux Cyan
Pantone 299 C
C0 M14 Y100 K0
R0 G163 B227
Hex 00A3E3
Dulux 93BG 32/374

Dulux Indigo
Pantone 2726 C
C81 M70 Y0 K0
R65 G109 B182
Hex 556DB6
Dulux 50BB 18/276

Supplementary color



Dulux Silver
Pantone 877 C

The colors should be used in a deliberate and inspiring way. Use the colors as they have been defined and do not change the values.



Do not use tints of the color palette

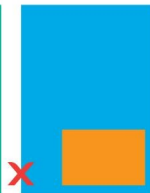
Only use one
secondary colour
at a time to avoid
a rainbow effect



Do not use more than one secondary color with the primary background colors



Do not use the secondary colors in larger proportions than the Dark Blue



Do not use the secondary colors without a presence of Dark Blue

Color: Holding shape (not mandatory)

1.2.3

When the logo cannot sit on a full wash of blue, the logo can sit within the blue holding shape which is anchored to a corner of any application. See example on following page. This shape is not mandatory.

The holding shape (available as artwork) is drawn in a way which reflects the curves of the paint flourish.

This always anchors to the corner of an application and can sit on top of imagery or other coloured backgrounds. It ensures consistency within the system across all brands and markets.



There are two versions of the holding shape – one of them designed to be used with all logos without the tagline, and another designed to be used with the tagline. This shape is not mandatory.

Artworks are provided for both versions, and at different sizes to be used for different size applications. One version is used for logos without taglines and the other for logos with taglines.

NB: Never use the horizontal logo tagline lock-up in the holding shape. The version of the holding shape for use with taglines has been designed to work with the vertical lock-up logo version only.

Holding shape for logos without taglines



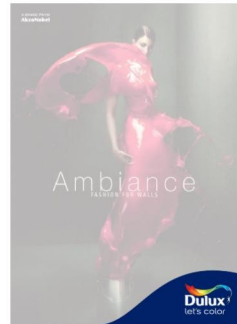
Example



Holding shape for logos with taglines



Example



Color: Placing the logo in the holding shape (not mandatory)

1.2.5

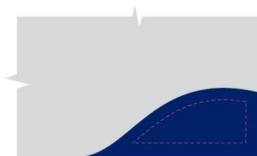
The logo should be placed within the predetermined active area of the holding shape and then made as large as possible within the parameters. This principle applies to all logos, and all orientations of the holding shape. This shape is not mandatory.

NB: Never use the horizontal logo tagline lock-up in the holding shape. The version of the holding shape for use with taglines has been designed to work with the vertical lock-up logo version only.

Holding shape for logos without taglines



Holding shape for logos with taglines



Color: Where to place the holding shape (not mandatory)

1.2.6

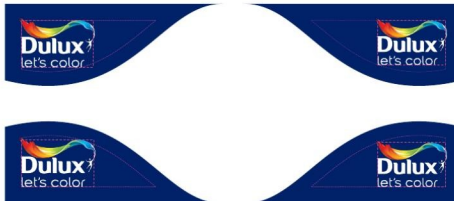
The shape can be placed to fit into top right, bottom right, top left and bottom left of an application. Due to the right aligned nature of some of the longer brand names, the holding shape that sits at top right or bottom right is often preferable. This shape is not mandatory.

Ensure the correct size holding shape artwork is picked for the appropriate size application. Please see the following pages for guidance.



The same rules apply for placing the logo when the holding shape has been placed to fit other corners of the application.

NB: Never use the horizontal logo tagline lock-up in the holding shape. The version of the holding shape for use with taglines has been designed to work with the vertical lock-up logo version only.



There are given sizes of the holding shape to use for particular size applications. Please always use the correct artwork file and avoid scaling if possible. This shape is not mandatory.

	DL 99mm x 210mm	A5 148.5mm x 210mm	A4 210mm x 297mm	A3 297mm x 420mm	Billboards 48 sheet etc.
Holding shape For logos without tagline 	Holding shape_DL	Holding shape_A5	Holding shape_A4	Holding shape_A3	Holding shape_BB
Holding shape For logos with tagline 	Holding shape_tag_DL	Holding shape_tag_A5	Holding shape_tag_A4	Holding shape_tag_A3	Holding shape_tag_BB

Always use the holding shape in the recommended way at the recommended sizes. Please always use the artwork provided and do not recreate or change any of the elements. This shape is not mandatory.



Do not use the logo with the horizontal tagline lock-up



Do not stretch or distort



Do not orientate in the wrong way



Do not enlarge the shape or alter the active area



Do not make the logo too big within the shape



Do not change the colour



Do not crop



Do not let the shape 'float'

1.3 Typography

Primary typeface	1.3.1
Primary typeface – China	1.3.2
Digital typeface	1.3.3
Creating descriptions	1.3.4

Typography plays a key role in bringing messages to life and unifying the graphic system.

Our working typeface is Helvetica Neue. This is to be used for all communications, including signage, logo descriptors, and for all brand communications.

The masterbrand wordmark font style and Let's Color tagline font style are only for use in the logo and are not to be used or reproduced for any other messaging.

Always use upper and lower case,
NEVER ALL UPPER CASE.

Abc

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

DF Hei is a close match to
Helvetica Neue for Chinese character sets.

DF Hei Traditional Chinese
HK-W 9,7,5,3

字裡圖間溝通世界艷
字裡圖間溝通世界艷
字裡圖間溝通世界艷
字裡圖間溝通世界艷

DFF Hei Simplified Chinese
HK-W 9,7,5,3

字里图间沟通世界蛙
字里图间沟通世界蛙
字里图间沟通世界蛙
字里图间沟通世界蛙

字裡圖

For all digital applications such as PowerPoint, Word, email and web (except for image based messaging), or in cases where Helvetica Neue is not available then Arial should be used.

Always use upper and lower case,
NEVER ALL UPPER CASE.

A b c

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123465789

Services and retail descriptors or secondary communication brought to the consumer by the masterbrand are required when there is a specific added value or separate service offered to the consumer, which is more specific than simply what the overall masterbrand offers.

The lock-up relationship with the masterbrand is different to the tagline as there is more emphasis on the service/retail descriptor or secondary communication. There is also a stronger visual split between the masterbrand and the descriptor or secondary communication.

The font used is Helvetica Neue Light. For guidance on which fonts to use please see the typography section.

If longer than 1:4 in proportion, then a measurement of two figures is used between the logo and service/retail descriptor or secondary communication.



Services and retail descriptors or secondary communication brought to the consumer by the masterbrand are required when there is a specific added value or separate service offered to the consumer, which is more specific than simply what the overall masterbrand offers.

The lock-up relationship with the masterbrand is different to the tagline as there is more emphasis on the service/retail descriptor or secondary communication. There is also a stronger visual split between the masterbrand and the descriptor or secondary communication.

The font used is Helvetica Neue Light. For guidance on which fonts to use please see the typography section.

If longer than 1:4 in proportion, then a measurement of two figures is used between the logo and service/retail descriptor or secondary communication.



1:1



1:2



1:3



1:4



1:5



1:10



1:15



1:20

1.4 AkzoNobel endorsement

Relationship with Dulux

1.4.1

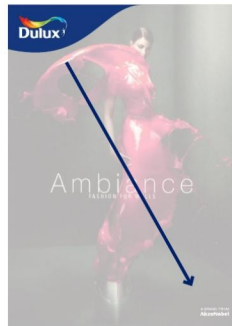
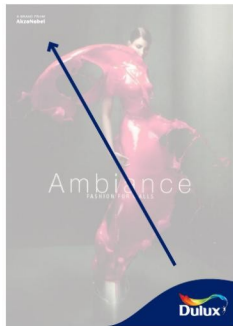
The AkzoNobel endorsement mark should always be used in all marketing communications. Wherever possible, it should sit in the opposite corner to the Dulux cluster masterbrand.

The full AkzoNobel endorsement guidelines should be referred to for more information.



The full **20.0 Deco endorsement guidelines** provide more detailed explanations, and can be downloaded from akzonobel.com/brand

Artwork files in a number of different formats are also available to download from the Brand Center akzonobel.com/brand > [Logo bank](#) > 1. Corporate logo bank > Brand endorsement logos > Brand endorsement for Decorative Paints.



2.0 Applications

Signage	2.1
PowerPoint	2.2

2.1 Signage

Exclusion zone	2.1.1
Options	2.1.2
Option 1 formats	2.1.3
Option 2 formats	2.1.4

Signage has been designed in a way to create global impact and consistency across all brands. To maximise the logo size, there is a specific clearance zones for the logo on signage.



This same principle is carried through to the other brands for the clearance zones around each logo.



There are two options for signage design. Option 1 uses the logo as large as possible on a solid Dulux Blue background. Option 2 uses a silver wave device.



Signage option 1



Signage option 2



Signage: Option 1 formats

2.1.2

This signage option uses the logo at the maximum possible size on a Dulux Blue background.

Supporting architectural pillars may any of the secondary colors – only ever use one color per store.

If longer than 1:11 in proportion, the logo is used twice.



1:1



1:2



1:3



1:4



1:5



1:10



1:15



1:20



Architectural columns

When using an address on signage there is a flexible system that allows a smaller or larger address and variable distance between logo and address.

Address size options



Minimum address lock-up distance



Maximum address lock-up distance

When using an address on signage there is a flexible system that allows a smaller or larger address and variable distance between logo and address.



1:4



1:5



1:10



1:15



1:20

Signage: Option 2 formats

2.1.2

This signage option uses a silver wave device to add energy and dynamism to the sign. Below the wave, a color from the secondary color palette adds a touch of color.

Supporting architectural pillars continue to use this color – only ever use one color per store.

If longer than 1:11 in ratio, the wave should be repeated rather than being stretched and becoming too long and flat.

If longer than 1:11 in proportion, the logo is used twice.



1:1



1:2



1:3



1:4



1:5



1:10



1:15



1:20



Architectural columns

Signage: Option 2 formats – version 2 (China alternative)

2.1.2

This signage option uses a silver wave device to add energy and dynamism to the sign. Below the wave, a color from the secondary color palette adds a touch of color.

Supporting architectural pillars continue to use this color – only ever use one color per store.

If longer than 1:11 in ratio, the wave should be repeated rather than being stretched and becoming too long and flat.

If longer than 1:11 in proportion, the logo is used twice.



1:1



1:2



1:3



1:4



1:5



1:10



1:15



1:20



Architectural columns

2.2 PowerPoint

Overview

2.2.1

The PowerPoint template uses the flourish in a creative, cropped, expressive way.

This treatment of the flourish is only for this application and should not be replicated for any other applications. The use of the secondary color palette here is a good example of how to control and use the colors in an effective way.

At the end of the PowerPoint template are full instructions on how to use the slide masters, format your presentation and use images.



We will be creating PowerPoint templates for all the different master brands soon. You can download all master elements from the Dulux Cluster Brand Center at akzonobel.com/brand



3.0 OnBrand Approval

Role of the Dulux Brand Center	3.1
Accessing the Brand Portal	3.2
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Step 2: OnBrand quality check	3.7
Contacts	3.9

Support when you need it.

As well as these guidelines, the Dulux Brand Center provides online support for the implementation of the identity, and to ensure global brand consistency across all touchpoints.

The dedicated team is available Monday to Friday 09.00 - 17.00hrs GMT to offer guidance, advice and comments on any work and will always attempt to respond with comments in 24 hours (48 hours in extremely busy periods).

Feedback will include both mandatory changes and advice on how better to deliver consistency.

You can get in touch with the team via akzonobel@designbridge.com and through the Dulux Cluster Brand Portal on the Brand Center akzonobel.com/brand

The OnBrand Approval Process

It is mandatory that all touch points created with the new identity receive OnBrand Approval before being produced. The process is detailed over the following pages, but for ease of reference there are two important stages.

Once you have visited the Brand Portal and downloaded the guidelines, master elements and any appropriate master templates, you are ready to begin the creative process.

1

OnBrand Design Check

Submit master artworks for OnBrand Design Approval by uploading them to the Dulux Cluster Brand Portal. Evaluation criteria are defined on page 4.5. The Brand Center will feedback to you with an approval code or comments within 24hrs (48hrs in busy periods).

2

OnBrand Quality Check

Supply one production sample to the Brand Center for quality / printing check. Please note that only one sample, per brand, per supplier should be provided. The Brand Center will review your sample and feed back to you with comments.

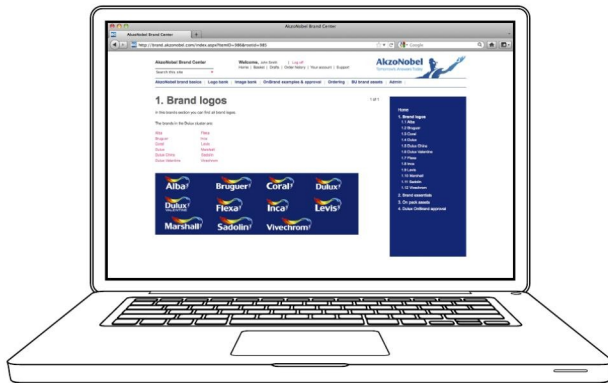
You can download all the master elements from the Dulux Cluster Brand Portal on the Brand Center.

To download your brand's logo, search by your brand. Different versions are available in different print processes for packaging, corporate and communications usage.

You can also see whether a template for your pack has already been created. To do this, search by pack format and substrate e.g. metal cylinder and then by pack volume e.g. 0.5-1L templates. You will then be guided to a zip file with all the templates already created at these sizes.

You can then adapt or create your template from scratch by following the guidelines contained in this document.

If you need more info or clarification in the guidelines contact the Brand Center at akzonobel@designbridge.com



Step 1: OnBrand design check

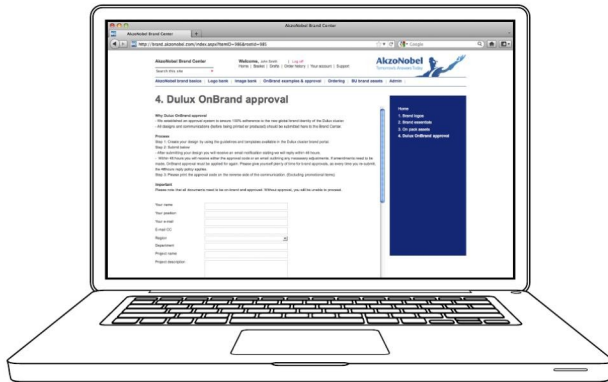
Upload master files

3.3

Following completion of artwork, you must upload your design to the Brand Center.

To gain OnBrand Design Approval, upload a high resolution PDF of your artwork to the Brand Center via the Dulux Cluster Brand Portal akzonobel.com/brand. You will need to fill in details about the touchpoint such as pack type, print process etc. as well as giving your contact details and any relevant supporting information.

You can attach two files of up to 10Mb with each upload. Zip files are accepted.



STEP 1 STEP 2

Step 1: OnBrand design check

Definition of a master design file

3.4

In order to deliver global consistency, master design files need to be checked and approved by the Brand Center. This is a guide to which files need to be supplied.

Packaging:

Each sub-range (e.g. different proposition with unique packaging design) should have at least one of each pack format and size submitted for approval.

If multiple print processes are used within the range, at least one format and size per print process. Variants that include only text changes do not require checking.

Variants that include only minimal color changes do not require checking unless the print specification changes between variants (e.g. a variant color that requires a special, impacts on the build of the artwork).

Non Packaging:

All new formats of communication that use the new brand identity (internal and external). This includes: point of sale, posters, print advertising, TVC end frames, screensavers, mouse mats, pens, flags, sales presenters.

Once a consistent treatment of the logo has been established for each market, it will not be necessary to see further iterations until the creative treatment of the brand identity is altered.

Do I need to submit this master file?	Yes*	No
New creative	✓	
New pack format or cutter	✓	
Copy change		✓
Small color change		✓
Color change that impacts production	✓	
New logo	✓	
New print process	✓	

* Where yes is answered one design per pack, per process is required.



Step 1: OnBrand design check

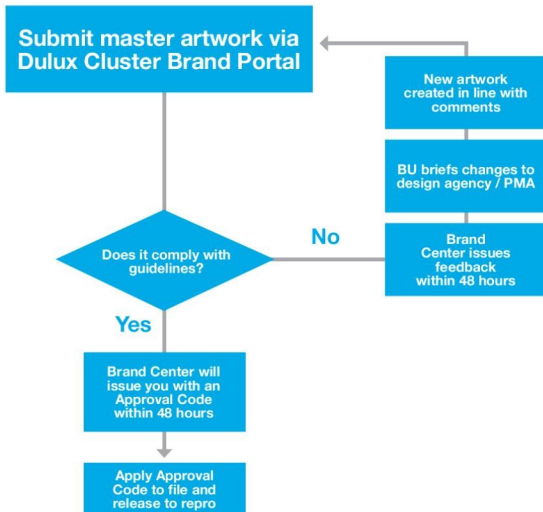
Summary of the review process

3.5

The Brand Center will feed back to you within 24hrs (48hrs in busy periods).

The Brand Center will advise you of any amends that need to be made to ensure your pack complies with mandatory guidelines, or giving you approval by way of an Approval Code.

The Approval Code must be applied to the master file but does not necessarily need to be included on the printed sample (e.g. pens, posters, packaging).



STEP 1 STEP 2

Each touchpoint will be evaluated against these criteria.

Creative		Production	
Mandatory		Mandatory	
Non Packaging • Logo background correct • Holding device correct (if appropriate) • Exclusion zone respected • AkzoNobel endorsement applied correctly front and back	Packaging • Correct Dulux Blue and Blue & Silver Master Wave • Correct depth of branding • Correct logo size and position • Handle clearance based on cutter information • Consistency with previous submissions • AkzoNobel endorsement applied correctly	Non Packaging • Correct logo used • Colour specification correct • Consistency with previous submissions	Packaging • Artwork built from correct template • Template adapted correctly from master • Correct logo for print process/ substrate • Colour specification correct e.g. use of Dulux Blue where possible to check • Template applied correctly • Consistency with previous submissions
Advisory		Advisory	
Non Packaging • Adherence to pillar visual language (where appropriate)	Packaging • Adherence to pillar visual guidelines • Colour • Typography • Imagery • Tone of voice • Information design	• Suggested improvements to print spec to improve the overall print quality	

Step 2: OnBrand quality check

Summary of the review process

3.7

Finally, it is essential that one print sample per brand and supplier is provided to the Dulux Brand Center for quality checking.

The Brand Center will review these samples against key criteria.

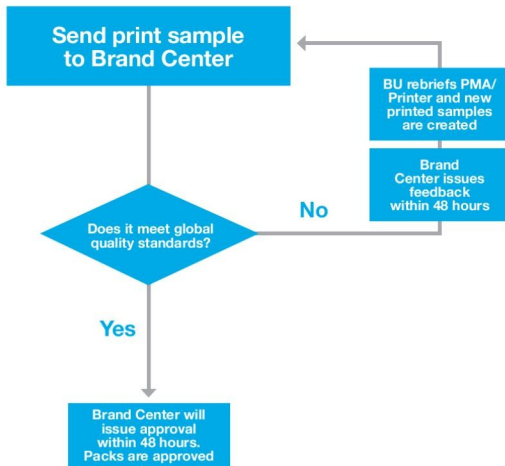
If standards are met, you will receive an approval within 48hrs of receipt of samples.

Should pack samples fall below global quality standards, the Brand Center will feed back with comments within 48 hours. Printers / PMAs should be briefed in line with these comments, and new samples submitted for further checking.

Print samples should only be sent for new printers and print processes in order to check the quality of the Dulux Blue and Flourish.

Samples should be sent to:

Dulux Brand Center
18 Clerkenwell Close
London
EC1R 0QN
United Kingdom



Each touchpoint will be evaluated against these criteria.

Creative		Production	
Mandatory		Mandatory	
Non Packaging • Consistent with master digital file previously supplied • Logo background correct • Holding device correct (if appropriate) • Exclusion zone respected • AkzoNobel endorsement applied correctly	Packaging • Consistent with master digital file previously supplied • Correct depth of blue wave • Correct logo size and position • Actual handle clearance • Consistency with previous submissions/samples • AkzoNobel endorsement applied correctly	Non Packaging • Correct logo used • Colour specification correct • Approval code included in delivery note	Packaging • Correct logo for print process/substrate • Colour standards for flourish and blue • Consistency with previous submissions and samples (colours, repro and finishes) • Approval code included in delivery note
Advisory		Advisory	
• Not required		• Suggested improvements to print spec to improve the overall print • Amendments to master templates to better represent production tolerances	

For further support, please contact one of the team members:

Design and brand enquiries:

Dulux Brand Center

18 Clerkenwell Close
London EC1R 0QN
United Kingdom

akzonobel@designbridge.com

**If you have any other queries,
please contact:**

Berry Oonk

Project Lead Global Brand Identity
berry.oonk@akzonobel.com

or your regional marketing director

Technical enquiries:

Robert Vintges

Project Manager EMEA Marketing
robert.vintges@akzonobel.com

Jerry Hodge

Global Packaging and Application
Development Manager
jerry.hodge@akzonobel.com



AkzoNobel, the AkzoNobel logo, Dulux, the Flourish, Adding color to people's lives, Let's Color, Alba, Valentine, Levis, Vivechrom, Bruguer, Flexa, Marshall, Coral, Inca, Sadolin, Step towards Greener, Mouldtec, the dog logo, the panther logo and Putting Green are trade marks of the AkzoNobel group © AkzoNobel 2011, EU registered design nos 001825043 and 001835778

